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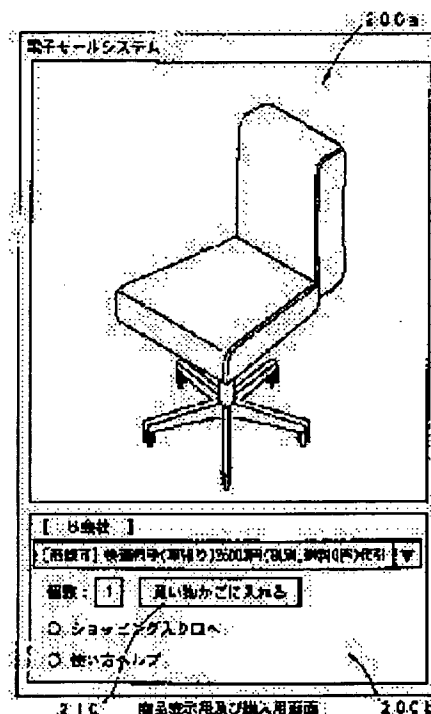
## (54) ELECTRONIC MALL DEVICE AND COMPUTER READABLE RECORDING MEDIUM

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an electronic mail device capable of reducing the time, labor and cost of opening a home page for each electronic mail device, facilitating maintenance such as the correction of product data of an electronic mall or the like and having a business talk in a private state when a purchaser and a seller perform the dealing transaction of a product.

SOLUTION: When a certain product is selected from the purchaser, a line is connected to an external device provided with the home page corresponding to the product and html data for display images for explaining the product are fetched. Then, images 200a for product display for displaying the fetched data and the data of the images 200b for product purchase registered

beforehand are synthesized to one piece of display image data and displayed at a terminal on a shopper side. Also, a bulletin board for having a business talk is provided and a discount negotiation or the like is performed before ordering. To the bulletin board, only the purchaser and the seller can access.



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CLAIMS

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[Claim(s)]

[Claim 1] The data about the image for purchase to be shopping-mall-on-the-Internet equipment for selling and buying selling objects, such as goods, by the terminal handling between a vender and a purchaser, and for a purchaser purchase, A storage means to store at least the information on the destination of the external device which stored the data about the display image about the above-mentioned selling object, A receiving means to perform a line connection to the destination of the above-mentioned external device which stored the data about the display image about the above-mentioned selling object which the purchaser chose, and to receive the data about the display image about the above-mentioned selling object, Shopping-mall-on-the-Internet equipment characterized by having a transmitting means to transmit the data which compounded the data about the above-mentioned image for purchase, and the data about the display image about the above-mentioned selling object received with the above-mentioned receiving means as one display image to the terminal by the side of a purchaser.

[Claim 2] The data about the notice section which is the notice section for having a business talk, and stores cumulatively the data about the write-in contents of a purchaser and the vender in the above-mentioned storage means are stored. The data about the notice section memorized by the above-mentioned storage means based on predetermined actuation of the above-mentioned purchaser are read. Shopping-mall-on-the-Internet equipment according to claim 1 with which it is held as the individual notice section about dealing according to individual, and the above-mentioned transmitting means is characterized by transmitting the data stored in the above-mentioned individual notice section based on the actuation from the terminal by the side of a purchaser, or the terminal by the side of a vender.

[Claim 3] It is shopping-mall-on-the-Internet equipment for selling and buying selling objects, such as goods, by the terminal handling between a vender and a purchaser. A storage means to store the data about the notice section which is the notice section for having a business talk, and stores cumulatively the data about the write-in contents of a purchaser and the vender, A maintenance means to read the data about the notice section memorized by the above-mentioned storage means based on predetermined actuation of the above-mentioned purchaser, and to hold as the individual notice section about dealing according to individual, Shopping-mall-on-the-Internet equipment characterized by having a transmitting means to transmit the data stored in the above-mentioned individual notice section, based on the actuation from the terminal by the side of a purchaser, or the terminal by the side of a vender.

[Claim 4] It is shopping-mall-on-the-Internet equipment according to claim 2 or 3 characterized by only the vender who sells this selling object about the above-mentioned notice section with the purchaser who chose this selling object about a certain selling object being accessible.

[Claim 5] The data about the image for purchase to be the record medium which stored the program for selling and buying selling objects, such as goods, by the terminal handling between a vender and a purchaser, and for a purchaser purchase, The storage processing which stores at least the information on the destination of the external device which stored the data about the display image about the above-mentioned selling object, The reception which performs a line connection to the destination of the

above-mentioned external device which stored the data about the display image about the above-mentioned selling object which the purchaser chose, and receives the data about the display image about the above-mentioned selling object, The transmitting processing which transmits the data which compounded the data about the above-mentioned image for purchase, and the data about the display image about the above-mentioned selling object received with the above-mentioned receiving means as one display image to the terminal by the side of a purchaser, The record medium which is characterized by recording the program for performing a computer and in which computer read is possible.

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[Translation done.]

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**DETAILED DESCRIPTION**

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**[Detailed Description of the Invention]**

**[0001]**

**[Field of the Invention]** This invention relates to the shopping-mall-on-the-Internet system which deals in goods using a computer terminal.

**[0002]**

**[Description of the Prior Art]** Generally, first, after the tenant who wants to take [ tenant ] out a homepage and to sell his own goods registers with the system which is offering shopping-mall-on-the-Internet service, the conventional shopping-mall-on-the-Internet system transmits goods data to sell there, and opens a homepage. Next, a purchaser performs a dealing dealings procedure predetermined in the order page top on the shopping mall on the Internet, when purchasing the goods. In this way, the sales contract of goods is concluded between a vender and a purchaser.

**[0003]**

**[Problem(s) to be Solved by the Invention]** However, in the above-mentioned conventional shopping-mall-on-the-Internet system, a vender needs to make a homepage for every shopping mall on the Internet which carries a homepage. Even when correcting the goods data or adding the data of new goods, it is necessary to correct to all registration shopping malls on the Internet. Since the approach of the registration to every shopping mall on the Internet is different in that case, the registration to two or more shopping malls on the Internet is very difficult on the management. Moreover, the order by the conventional homepage can be ordered at a price which the homepage is shown, or must be asked separately by E-mail, and cannot go ahead with a business talk finely. Moreover, although a notice plate system (Bulletin Board System) exists conventionally, since the person of arbitration can access this, it cannot hold a secret.

**[0004]** Then, this invention aims at offering the shopping-mall-on-the-Internet equipment which makes it possible to have a business talk in the secret condition, and the record medium in which computer read is possible, when the maintenance can be performed easily and SHOPPA and a tenant conduct dealing dealings of goods, while reducing the time and effort and cost which open a homepage for every shopping-mall-on-the-Internet system.

**[0005]**

**[Means for Solving the Problem]** It is created in order that this invention may solve the above-mentioned trouble. To the 1st The data about the image for purchase to be shopping-mall-on-the-Internet equipment for selling and buying selling objects, such as goods, by the terminal handling between a vender and a purchaser, and for a purchaser purchase, A storage means to store at least the information on the destination of the external device which stored the data about the display image about the above-mentioned selling object, A receiving means to perform a line connection to the destination of the above-mentioned external device which stored the data about the display image about the above-mentioned selling object which the purchaser chose, and to receive the data about the display image about the above-mentioned selling object, It is characterized by having a transmitting means to transmit the data which compounded the data about the above-mentioned image for purchase, and the data about

the display image about the above-mentioned selling object received with the above-mentioned receiving means as one display image to the terminal by the side of a purchaser. In the 1st configuration of the above, when a selling object with a purchaser is chosen, the above-mentioned receiving means performs a line connection to the destination of the external device which stored the data about the display information about this selling object, and receives the data of the display image about the above-mentioned selling object. The information on the destination of a line connection is stored in the above-mentioned storage means. And the above-mentioned transmitting means transmits the data which compounded the data about the image for purchase stored in the above-mentioned storage means, and the data about the display image about the above-mentioned selling object received with the above-mentioned receiving means as one display image to the terminal by the side of a purchaser. Therefore, the contents of the selling object can be known with the display image transmitted from this transmitting means, and a purchaser can purchase with the above-mentioned image for purchase to purchase a selling object. According to the shopping-mall-on-the-Internet equipment of the above-mentioned configuration, since the display image about this selling object is read from an external device and displayed, it is not necessary to create specially the data of the display image about a selling object, for example, the html data for homepages, and establishment of a shopping mall on the Internet becomes very easy for shopping-mall-on-the-Internet equipment. Moreover, also when it only wants to add new goods that the data of the display image about the above-mentioned selling object stored in the above-mentioned external device also when the information on goods was changed may be rewritten, this external device is equipped with the information about the goods, it is good only by registering with this shopping-mall-on-the-Internet equipment, and a maintenance becomes very easy.

[0006] It sets in the 1st configuration of the above the 2nd. Moreover, for the above-mentioned storage means The data about the notice section which is the notice section for having a business talk, and stores cumulatively the data about the write-in contents of a purchaser and the vender are stored. The data about the notice section memorized by the above-mentioned storage means based on predetermined actuation of the above-mentioned purchaser are read. It is held as the individual notice section about dealing according to individual, and the above-mentioned transmitting means is characterized by transmitting the data stored in the above-mentioned individual notice section based on the actuation from the terminal by the side of a purchaser, or the terminal by the side of a vender.

[0007] Moreover, it is shopping-mall-on-the-Internet equipment for selling and buying selling objects, such as goods, by the terminal handling between a vender and a purchaser to the 3rd. A storage means to store the data about the notice section which is the notice section for having a business talk, and stores cumulatively the data about the write-in contents of a purchaser and the vender, A maintenance means to read the data about the notice section memorized by the above-mentioned storage means based on predetermined actuation of the above-mentioned purchaser, and to hold as the individual notice section about dealing according to individual, It is characterized by having a transmitting means to transmit the data stored in the above-mentioned individual notice section, based on the actuation from the terminal by the side of a purchaser, or the terminal by the side of a vender.

[0008] In these 2nd and 3rd configurations, if a purchaser performs predetermined actuation, the data about the notice section memorized by the above-mentioned storage means will be read, and it will be held as the individual notice section about dealing according to individual by the above-mentioned maintenance means. The data about the write-in contents of a purchaser and the vender are cumulatively stored in this notice section. And since the data stored in the above-mentioned individual notice section are transmitted by the above-mentioned transmitting means based on the actuation from the terminal by the side of a purchaser, or the terminal by the side of a vender, a vender and a purchaser can have a business talk using this notice plate.

[0009] Moreover, in the 2nd or 3rd configuration of the above, it is characterized by only the vender who sells this selling object with the purchaser who chose this selling object about a certain selling object being accessible about the above-mentioned notice section the 4th. Therefore, others can be prevented from getting to know the contents of the business talk.

[0010] Moreover, the data about the image for purchase to be the record medium which stored the

program for selling and buying selling objects, such as goods, by the terminal handling between a vender and a purchaser in the 5th, and for a purchaser purchase, The storage processing which stores at least the information on the destination of the external device which stored the data about the display image about the above-mentioned selling object, The reception which performs a line connection to the destination of the above-mentioned external device which stored the data about the display image about the above-mentioned selling object which the purchaser chose, and receives the data about the display image about the above-mentioned selling object, The transmitting processing which transmits the data which compounded the data about the above-mentioned image for purchase, and the data about the display image about the above-mentioned selling object received with the above-mentioned receiving means as one display image to the terminal by the side of a purchaser, It is characterized by recording the program for performing a computer.

[0011]

[Embodiment of the Invention] One example as a gestalt of operation of this invention is explained using a drawing. The shopping-mall-on-the-Internet system E based on this invention is a mail order *mail order* system which makes it possible to form a network for SHOPPA as the above-mentioned purchaser, and the tenant as the above-mentioned vender through the Internet, and to conduct dealing dealings of goods fundamentally. That is, the service which enables above-mentioned SHOPPA to purchase the goods which the tenant who opened a shop to the shopping mall on the Internet displays is offered. However, it has the big description at the point that the html data of the homepage of the tenant established separately can be used as it is, and the point which can be had a business talk using the notice plate which only SHOPPA and a tenant can use.

[0012] As shown in this shopping-mall-on-the-Internet system E at drawing 1, the communication lines K1, K2, K3, and K4 which connect Equipment U, the external web server equipment W as the above-mentioned external device and the shopping-mall-on-the-Internet server equipment 1 as the above-mentioned shopping-mall-on-the-Internet equipment, and each equipment with Equipment T in the end of a SHOPPA side edge in the end of a tenant side edge are formed. In addition, connection of each communication line between Equipment T and shopping-mall-on-the-Internet server equipment 1 minds the contacts P1 and P2 of BUROBAIDA between Equipment T and external web server equipment W in the end of a tenant side edge between Equipment U and shopping-mall-on-the-Internet server equipment 1 and in the end of a tenant side edge in the end of a SHOPPA side edge, respectively. Moreover, a communication line K4 is not used by this example, after the firm or individual (henceforth a "tenant") who uses Equipment T in the end of a tenant side edge opens a homepage to external web server equipment W using this communication line K4.

[0013] Here, Equipment T is constituted by CPU and the I/O control unit, close and an output unit, the indicating equipment, the communication device (a modem, TA, or router), etc. at least in the above-mentioned end of a tenant side edge. And the software for connecting with external web server equipment W and the shopping-mall-on-the-Internet server equipment 1 which carry out a postscript at least is built into this hardware. the above-mentioned end equipment of SHOPPA side edge U -- a tenant side edge -- it has the hardware configuration same at last as Equipment T, and the software for connecting with the shopping-mall-on-the-Internet equipment 1 which carries out a postscript at least is built into this hardware. The above-mentioned external web server equipment W transmits the html data of the homepage which the tenant registered and opened through a communication line to a general user (they are not not necessarily those who can connect with this shopping-mall-on-the-Internet system E.).

[0014] The above-mentioned shopping-mall-on-the-Internet server equipment 1 makes the nucleus of this shopping-mall-on-the-Internet system E, and has CPU10, a communication device 20, and storage 30. The above CPU 10 controls generally a communication device 20, storage 30, etc. which carry out a postscript. The above-mentioned communication device 20 is for transmitting image data or receiving [ in the end of a SHOPPA side edge ] the image data from Equipment T and external web server equipment W towards Equipment T, in Equipment U and the end of a tenant side edge in the end of a SHOPPA side edge in Equipment U and the end of a tenant side edge, being controlled by CPU10.

[0015] The above-mentioned store 30 as the above-mentioned storage means stores a database 100 and

the control program storing section 110 of operation. A database 100 is for storing the various data registered into this shopping-mall-on-the-Internet system E, and has the tenant member database 102, and goods data and an external Web information database 104. Here, various data, such as a tenant's name or a name, sex, a name of a prefecture, the address, the telephone number, a zip code, a password, ID, an HTML file/URL, and the E-mail address, are stored in the tenant member database 102, and the various data inputted on the screen displayed by the above-mentioned tenant member registration frame 83 are stored in it.

[0016] Moreover, various data, such as the name of the goods which a tenant displays, a specification, a price, a/including tax of a consumption tax classified by tax, a mailing cost, a category, and a keyword, are stored in goods data and the external Web information database 104. That is, the various data inputted on the screen displayed by the above-mentioned goods registration frame 81 are stored. Furthermore, it also has the function to store in this goods data and external Web information database 104 the html data of a homepage incorporated from external web server equipment W.

[0017] Moreover, various programs of operation for the control program storing section 110 of operation to operate the shopping-mall-on-the-Internet server 1 are stored, and the program specifically shown in the flow chart shown in drawing 3 - drawing 5 is stored. In addition, the above-mentioned receiving means and a transmitting means are constituted by the above CPU 10, a communication device 20, and storage 30 grade.

[0018] Next, a series of processings of the shopping-mall-on-the-Internet system E based on this invention are explained using drawing 2, the drawing 3 flow chart, and the display screen in which it is shown by drawing 12 from drawing 4. In addition, each drawing in which the display screen is shown illustrates simply each actual screen displayed on each of the display in Equipment T in Equipment U or the above-mentioned end of a tenant side edge in the above-mentioned end of a SHOPPA side edge. Therefore, the contents of a display of each screen are not limited to these screens, and are arbitrary. Moreover, in the following explanation, B firm which is a tenant about Equipment U in the end of a SHOPPA side edge shall operate Equipment T in the end of a tenant side edge, and SHOPPA A shall use a mouse and a keyboard as an input device fundamentally.

[0019] First, SHOPPA A registers a name, the E-mail address, etc. into the shopping-mall-on-the-Internet server 1. Thereby, SHOPPA A can receive the service which the shopping-mall-on-the-Internet server 1 offers, and it becomes possible to purchase goods.

[0020] Next, a tenant opens a homepage separately. And many information of a tenant is registered into the shopping-mall-on-the-Internet server 1. It follows, for example, B firm which is a tenant becomes possible [ receiving the service which the shopping-mall-on-the-Internet server 1 offers ], a shop can be opened to a shopping mall on the Internet, and it becomes possible to display goods. Moreover, to register the goods to display, it is necessary to input a predetermined matter into the goods registration form shown in drawing 4. This goods registration form etc. functions as the above-mentioned storing means for registering the information on the destination of an external device into a storage means.

[0021] For example, when B firm which is a tenant registers the goods about a "comfortable chair", as shown in drawing 4, it enters. That is, it registers whether a trade name, a specification, and a business talk room are used. For example, a "comfortable chair" and its name are inputted into the column of a trade name, "leather covering" is inputted into the column of a specification, the radio button of "(B) to be used" is checked in the column of a business talk room (notice plate) about whether a business talk room (notice plate) is used, and a price is inputted as "25000" and the radio button "according to tax" is checked further. Moreover, a predetermined input is performed in the column of URL / HTML file name with goods information, and the category of this "comfortable chair" is chosen. If there is need, a predetermined input will be performed to a remarks column or the keyword column. If the above contents of an input are sufficient, a mouse cursor will be doubled and clicked to "goods registration." Therefore, the matter about this "comfortable chair" is registered into this shopping-mall-on-the-Internet system E. The registered contents are sent to the shopping-mall-on-the-Internet server 1, and are stored in the goods data and the external Web information database 104 in a database 100.

[0022] Next, SHOPPA A operates Equipment U in the end of a SHOPPA side edge, and connects with



the shopping-mall-on-the-Internet server 1. This is performed by connecting to predetermined URL by the Internet. And a tenant index screen as shown in drawing 5 by predetermined actuation is displayed on Equipment U in the end of a SHOPPA side edge (S10). That is, the html data of this tenant index screen are transmitted to Equipment U side with the above-mentioned communication device 20 in the end of a SHOPPA side edge, and it displays on the display of Equipment U in the end of a SHOPPA side edge. As for this tenant index screen, each tenant is constituted according to fields, such as a "fashion apparel", "housing living", a "hood gourmet", "medical treatment health care", "education and a culture hobby", and "a gift, ceremonial occasions, etc." The information on a tenant name is read from the above-mentioned tenant member database 102, and into what field it classifies follows the field which the tenant specified at the time of registration.

[0023] Next, it is judged whether actuation of searching a tenant out of the tenant currently displayed on the tenant index screen was performed (S11). And when the actuation concerned is performed, a predetermined tenant's goods index screen as shown in drawing 6 is displayed (S8). This goods index screen is displayed in the form which wrote predetermined information, for example, a field and a registration trade name, in predetermined frame data.

[0024] For example, when SHOPPA A wants to search "B firm" belonging to "others" of the "housing living" of the tenant index screen shown in drawing 5, a mouse cursor is doubled and clicked on the firm name. Then, the information on the purport which chose B firm is sent to the shopping-mall-on-the-Internet server 1, and a goods index screen is displayed in the shopping-mall-on-the-Internet server 1 which received this in the form which wrote the name of B firm, URL of the homepage by which the goods of B firm were carried, and the name of the goods which B firm registered in predetermined frame data (refer to drawing 6). What is necessary is for URL of the homepage of the B above-mentioned company and the name of goods to be the information which B firm registered at the time of registration of goods, and just to read them from this goods data and external Web information database 104, since it is stored in goods data and the external Web information database 104. In addition, in the tenant index screen shown in drawing 6, although only the "comfortable chair" is displayed as a trade name, when goods are registered into others as goods of B firm, if a scroll button (carbon button which is drawing 6 and is in the right-hand side of a "comfortable chair") is clicked, these other goods will be displayed.

[0025] On the other hand, when actuation other than actuation of searching a tenant is performed, processing according to the actuation is performed (S30). For example, when actuation of cutting return and a communication link on the screen currently displayed before when actuation which returns to a front screen is performed is performed, processing which cuts a communication link is performed. That is, "END (termination)" of a shopping-mall-on-the-Internet system is included in this "another processing." It is the same as that of the following.

[0026] Next, it is judged whether actuation of searching one goods choosing from the goods currently displayed on the goods index screen was performed (S13). This actuation chooses predetermined goods out of the goods registered into the goods index screen (refer to drawing 6), and is performed by clicking on the icon of "seeing goods." If this actuation is performed, while reading the data of screen 200b for goods purchase as the above-mentioned image for purchase (S14), a line connection is performed to the external web server W into which the homepage specified by URL registered about selected goods was registered (S15), and the html data of the homepage concerned are incorporated (S16). This URL corresponds to the information on the destination of the external device which stored the data about the display image about the above-mentioned selling object. Moreover, the html data of the above-mentioned homepage correspond to the data about the display image about a selling object. Moreover, since the data of screen 200b for goods purchase are stored in the control program storing section 110 of operation, they are read from here.

[0027] For example, when SHOPPA A wants to know the contents, prices, etc. of the goods about a "comfortable chair" among the exhibition goods of B firm which is the tenant currently displayed on the goods index screen shown in drawing 6, a mouse cursor is doubled with "goods are seen" and it clicks. Then, the data of screen 200b for goods purchase are created in the form which wrote in the information

about the goods "a comfortable chair" specified as predetermined frame data. In addition, the information about goods "a comfortable chair" is based on the various data with which B firm which is a tenant inputted and registered the predetermined matter at the goods registration form shown in drawing 4 at the time of registration of a "comfortable chair."

[0028] URL registered about the specified goods "a comfortable chair" on the other hand is read from goods data and the external Web information database 104, and a line connection is performed to the URL. And the html data of the homepage specified by the URL are received. The received html data are once stored in goods data and the external Web information database 104. This stored html data turns into data of screen 200a for a goods display.

[0029] And the data of the above-mentioned screen 200b for goods purchase and the data of screen 200a for a goods display are compounded, and as shown in drawing 7, the object for a goods display and the screen for purchase are displayed (S17). This object for a goods display and the screen for purchase are displayed in the form where screen 200a for a goods display located in the bottom and screen 200b for goods purchase located in the bottom were put in order. That is, the html data of the object for a goods display and the screen for purchase are generated in the form where this screen 200a for a goods display and screen 200b for goods purchase were put in order up and down, and this is transmitted to Equipment U in the end of a SHOPPA side edge.

[0030] Thereby, SHOPPA A can know the contents of goods from the contents of screen 200a for a goods display. For example, the whole goods photograph and a detailed specification can be known. Moreover, as for that a business talk is possible, that the specification is covered with leather, and a price, a mailing cost can know that a method of payment is [ of 25000 yen / of 0 yen ] \*\*\*\*, i.e., a cash on delivery, etc. for SHOPPA A a tax exception about a "comfortable chair" by screen 200b for goods purchase, as for a consumption tax. Here, the display with a "good" business talk is performed when a tenant does registration which enables business talk room processing later mentioned about the goods. That is, in drawing 4, the display with a "good" business talk is performed about the goods which carried out the business talk room for "using it." On the other hand, "A business talk is impossible" is displayed about the goods carried out for "not using it." On the other hand, when actuation other than actuation of searching goods is performed, it progresses to another processing (S30). In addition, what is necessary is just to return to the "tenant index screen" shown in drawing 5 to search other tenants.

[0031] Next, it is judged whether there was any actuation of the purport which purchases the goods currently displayed on the object for a goods display and the screen for goods purchase (S18). This actuation is performed by doubling and clicking a mouse cursor to the icon of the manual operation button display 210 in the object for a goods display, and the screen for goods purchase displayed "To put into a shopping basket." If the actuation concerned is performed, a shopping basket screen as shown in drawing 8 will be displayed (S19). A trade name, a specification, etc. are displayed on this shopping basket screen, and the number and the approach of paying can be chosen now as it. This shopping basket screen is displayed in the form which extracted information, such as a trade name of selected goods, a specification, and a price, from the goods data table 103 to predetermined frame data, and wrote it in them.

[0032] For example, when SHOPPA A purchases this "comfortable chair", a mouse cursor is doubled and clicked to the manual operation button display 210 shown "It puts into a shopping basket." Then, the shopping basket screen shown in drawing 8 is displayed. The chart of the matter about a "comfortable chair" etc. is displayed on this screen. In addition, it is displayed on each column of this chart as the name "a comfortable chair" of goods, the specification "leather covering", the price "25000", the consumption tax "a tax exception", the mailing cost "0", etc. And when SHOPPA A wants to purchase this "comfortable chair", a mouse cursor is doubled and clicked to the radio button in the head of the chart of the matter about the "comfortable chair" of a shopping basket screen, and a check mark is put into it. And while inputting the number, the approach of paying is chosen. A figure is inputted into the column of the number and a mouse cursor is doubled and clicked to "renewal of a count result" to change the number. Then, an information price changes. Moreover, after doubling and clicking a mouse cursor to "the approach of paying" to change the approach of paying, it can choose. Furthermore, the

receiver's address of a "comfortable chair" is inputted. Specifically, a zip code, a name of a prefecture, and the address are inputted. When changing all the contents of an input, a mouse cursor is doubled with "deleting all" and it clicks. It can reinput once again. On the other hand, when actuation other than the actuation which purchases goods is performed, it progresses to another processing (S30).

[0033] Next, it is judged whether there was any actuation which checks the name of the goods currently displayed on the shopping basket screen, a specification, a price, the number, etc., and carries out a phantom order (S20). This actuation is performed by doubling a mouse cursor with "a phantom order is carried out", and clicking in a shopping basket screen. In addition, when this actuation is performed with a predetermined matter not inputted, warning of the purport which should input a predetermined matter is desirable.

[0034] If the above-mentioned actuation is performed, a phantom order completion screen as shown in drawing 9 will be displayed (S21). Name A and the ID number of SHOPPA are displayed on the upper part as an address by this screen, and the order sheet number of a "comfortable chair", the telephone number of B firm and the E-mail address, the matter about a "comfortable chair", an information price, the approach of paying, and the receiver's address address are further displayed on it.

[0035] Moreover, when actuation for carrying out a phantom order in the above-mentioned step S20 is performed, a notice plate system (Bulletin Board System) is operated (S22). This notice plate system is used in the business talk room processing mentioned later, and the notice plate only for [ this time ] dealings starts. That is, the data of the notice plate which stores cumulatively the data about the write-in contents of a purchaser and the vender are stored in a store 30, and this phantom order is the phase where actuation was performed, and is generated as an individual notice plate (individual notice section) about these dealings (dealing).

[0036] Next, if a phantom order completion screen is displayed in step S21, the electronic mail of a purport with a phantom order will be automatically transmitted to Equipment T in the end of a tenant side edge (S23). Therefore, the tenant who looked at this mail can know about what kind of goods the phantom order occurred by seeing a goods order list screen as connected to the shopping-mall-on-the-Internet server 1 and shown in drawing 11. In addition, in the phase of this phantom order, the column of an order check is a "sheep." On the other hand, when actuation other than the actuation which carries out a phantom order is performed, it progresses to another processing (S30).

[0037] Next, it is judged whether actuation which shifts to the use record page for considering a phantom order as the order of a forward type was performed (S24). This actuation is performed by doubling and clicking a mouse cursor to a "use record page" in a phantom order completion screen. When the actuation concerned is performed, a use record page screen as shown in drawing 10 is displayed (S25). That is, the chart of the contents of order is displayed on this screen, and, as for a tenant name "B firm", an order sheet number, order time, the trade name "a comfortable chair", the specification "leather covering", the price "25000", and the consumption tax, a mailing cost "0", the number "1", an order check, order-received document sending "the sheep", a payment check "the sheep", and goods dispatch "the sheep" be displayed on each of that column the tax exception. In addition, when this order check is clicked, an order with a forward type will be placed. On the other hand, when actuation other than the actuation which shifts to a use record page is performed, it progresses to another processing (S30).

[0038] or [ next, / having performed actuation for considering a business talk as a tenant on a use record page screen ] -- it is judged whether it is \*\*\*\* (S26). This actuation is performed by clicking on the icon of the "business talk room" of a use record page screen. However, it is restricted to the goods registered noting that a tenant receives a business talk with SHOPPA. When having a business talk, it shifts to business talk room processing (S27). About this processing, it mentions later.

[0039] On the other hand, when [ which does not have a business talk ] it cannot case or have a business talk, it is judged whether a formal order was placed or there was any actuation (S28). This actuation is performed by doubling and clicking a mouse cursor to "renewal of a check", after clicking the part of "an order check" in a use record page screen ( drawing 10 ). And when a formal order is placed without having a business talk, it is transmitted automatically (S29) and the electronic mail of the purport that

there was a formal order ends processing. When not placing a formal order, it progresses to another processing (S30).

[0040] For example, when SHOPPA A places a formal order, without having a business talk about a "comfortable chair", after doubling and clicking a mouse cursor in the column of "an order check" of the chart of the contents of order of the above-mentioned use record page screen ( drawing 10 ), a mouse cursor is doubled and clicked to "renewal of a check." then, the electronic mail of a purport with a formal order -- a tenant side edge -- it transmits to Equipment T automatically at last. Then, B firm as a tenant can know about what kind of goods there was any formal order by seeing a goods order list screen as connected to the shopping-mall-on-the-Internet server 1 and shown in drawing 11 . In addition, in the phase of this formal order, the column of an order check is "settled." If a tenant checks that there has been this formal order, the column of "order-received document sending" will be clicked and renewal of a check will be clicked. Then, when it connects with the shopping-mall-on-the-Internet server 1 from a SHOPPA side and a use record page screen ( drawing 10 ) is checked, the column of "order-received document sending" is "settled." In addition, also about the column of a "payment check", it checks that there has been payment, the column of cod roe is clicked, and renewal of a check is clicked. Then, it can know that the payment check of SHOPPA was carried out similarly. Moreover, also about the column of "goods dispatch", a tenant ships goods, clicks the column of cod roe, and clicks renewal of a check. Then, SHOPPA can know that goods were shipped similarly.

[0041] Next, the above-mentioned business talk room processing (S27) is explained using the flow chart of drawing 3 etc. When actuation for considering a business talk as a tenant is performed, a business talk room screen as shown in drawing 12 is displayed. This business talk room screen is displayed in the form which wrote information, such as order time, a trade name, and a specification, in predetermined frame data. Such information is incorporated from a use record page screen ( drawing 10 ). Moreover, the contents of the above-mentioned individual notice plate are displayed on the above-mentioned business talk room screen. The image data of this business talk room screen functions as the above-mentioned display image for a business talk.

[0042] In addition, since it shifts to step S21 when a formal order is performed by clicking "an order check" in this business talk room screen, it is judged first whether there was any actuation of this formal order (S40). When there is a formal order, it shifts to step S29, and when there is no formal order, it is judged whether there was any cancellation actuation (S41). When there is cancellation actuation, it shifts to another processing (S45).

[0043] When it is judged whether there was any transmitting actuation when there was no cancellation actuation (S42) and there is transmitting actuation, the message inputted into the above-mentioned individual notice plate is written in (S43). That is, SHOPPA or a tenant will write in a message before the above-mentioned transmitting actuation. When there is no transmitting actuation, it shifts to another processing (S45). And the electronic mail of the purport which had the writing of a message at this individual notice plate is transmitted to the other party (S44).

[0044] If concrete actuation is explained, since there is no actuation of a formal order in this phase, immediately after displaying a business talk room screen, it will usually shift to step S41. And if SHOPPA inputs the message of the purport "whether a price can be made cheap to a slight degree" and performs transmitting actuation, this message will be written in an individual notice plate (S43, S44). Then, shopping-mall-on-the-Internet server equipment 1 sends the electronic mail of the purport which had writing in the individual notice plate to a tenant side.

[0045] Then, a tenant connects with the shopping-mall-on-the-Internet server 1, and displays a business talk room screen including the contents of the above-mentioned individual notice plate on Equipment T in the end of a tenant side edge. Then, as shown in drawing 12 , the message whether the above "can make a price cheap to a slight degree" can be checked. The messages displayed on the lower column of this business talk room screen are the contents written in the above-mentioned individual notice plate.

[0046] On the other hand, a tenant enters it as "A price is served 10%", and performs transmitting actuation. Then, it shifts to step S43 from steps S40, S41, and S42, and this message is written in an individual notice plate. In addition, since there is no formal order from a tenant side in this case, from

step S40, it will shift to step S41. And e-mail is transmitted after the writing to an individual notice plate is performed (S44). That is, mail of the purport which had the writing to a business talk room screen to the SHOPPA side is transmitted in this case. If a business talk room screen is accessed where two or more messages are written in since a new message is cumulatively stored in an individual notice plate in the form where it left the message before it, all the past messages can be checked. An exchange of e-mail is repeated as mentioned above, and a business talk is performed.

[0047] And as a SHOPPA side placing an order with a forward type, when "an order check" is clicked, e-mail is transmitted to a tenant member (S29 ( drawing 2 )). in this case, the electronic mail of a purport with a formal order -- a tenant side edge -- it is automatically transmitted to Equipment T at last. Then, B firm as a tenant can know like the above about what kind of goods there was any formal order by seeing a goods order list screen as connected to the shopping-mall-on-the-Internet server 1 and shown in drawing 11 . In addition, in the phase of this formal order, the column of an order check is "settled." If a tenant checks that there has been this formal order, the column of "order-received document sending" will be clicked and renewal of a check will be clicked. Then, when it connects with the shopping-mall-on-the-Internet server 1 from a SHOPPA side and a use record page screen ( drawing 10 ) is checked, the column of "order-received document sending" is "settled." In addition, when there is actuation of a formal order at step S40, and when there is cancellation actuation at step S41, the individual notice plate generated at step S22 is eliminated (S45, S46).

[0048] According to the shopping-mall-on-the-Internet system E of the above-mentioned configuration, shopping-mall-on-the-Internet server equipment 1 The html data of the homepage transmitted from the external web server equipment W with which the homepage which the tenant opened was set up Since it incorporates to shopping-mall-on-the-Internet server equipment 1 through a communication line K3 and the html data of the screen for goods purchase, the compound object for a goods display, and the screen for purchase are transmitted to Equipment U by making this into the screen for a goods display in the end of a SHOPPA side edge A tenant does not need to open a homepage for every shopping-mall-on-the-Internet system. Moreover, since it is not necessary to newly set up the homepage about the goods and to correct all shopping malls on the Internet to the shopping-mall-on-the-Internet system 1 like before only in that the goods may be registered also when it only wants to add new goods that the homepage set up in external web server equipment W also when the information on goods was changed may be rewritten, a maintenance becomes very easy. Moreover, both SHOPPA and a tenant can have a business talk with the notice plate on a business talk room screen per [ which the tenant is displaying ] goods. Since only SHOPPA about the goods and a tenant can access especially the above-mentioned notice plate, a business talk can be advanced to other third persons in the secret condition.

[0049] In addition, the information stored in the above-mentioned storage 30 is stored in storages, such as CD-ROM, and you may make it read it from there. The control program of operation especially stored in the control program storing section 110 of operation is stored in storages, such as CD-ROM, and you may make it use it for storage 30, incorporating.

[0050]

[Effect of the Invention] According to the shopping-mall-on-the-Internet system based on this invention, since the data about the display image about this selling object are read from an external device and displayed, he does not need to open the homepage about a selling object specially for shopping-mall-on-the-Internet equipment, and establishment of a shopping mall on the Internet becomes easy. Moreover, the maintenance of a shopping mall on the Internet also becomes easy. Moreover, it can have a business talk in the secret condition between a purchaser and a vender.

---

[Translation done.]

**\* NOTICES \***

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1. This document has been translated by computer. So the translation may not reflect the original precisely.
2. \*\*\*\* shows the word which can not be translated.
3. In the drawings, any words are not translated.

---

**TECHNICAL FIELD**

---

[Field of the Invention] This invention relates to the shopping-mall-on-the-Internet system which deals in goods using a computer terminal.

---

[Translation done.]

**\* NOTICES \***

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3. In the drawings, any words are not translated.

---

**PRIOR ART**

---

[Description of the Prior Art] Generally, first, after the tenant who wants to take [ tenant ] out a homepage and to sell his own goods registers with the system which is offering shopping-mall-on-the-Internet service, the conventional shopping-mall-on-the-Internet system transmits goods data to sell there, and opens a homepage. Next, a purchaser performs a dealing dealings procedure predetermined in the order page top on the shopping mall on the Internet, when purchasing the goods. In this way, the sales contract of goods is concluded between a vender and a purchaser.

---

[Translation done.]

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---

**EFFECT OF THE INVENTION**

---

[Effect of the Invention] According to the shopping-mall-on-the-Internet system based on this invention, since the data about the display image about this selling object are read from an external device and displayed, he does not need to open the homepage about a selling object specially for shopping-mall-on-the-Internet equipment, and establishment of a shopping mall on the Internet becomes easy. Moreover, the maintenance of a shopping mall on the Internet also becomes easy. Moreover, it can have a business talk in the secret condition between a purchaser and a vender.

---

[Translation done.]



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**TECHNICAL PROBLEM**

---

[Problem(s) to be Solved by the Invention] However, in the above-mentioned conventional shopping-mall-on-the-Internet system, a vender needs to make a homepage for every shopping mall on the Internet which carries a homepage. Even when correcting the goods data or adding the data of new goods, it is necessary to correct to all registration shopping malls on the Internet. Since the approach of the registration to every shopping mall on the Internet is different in that case, the registration to two or more shopping malls on the Internet is very difficult on the management. Moreover, the order by the conventional homepage can be ordered at a price which the homepage is shown, or must be asked separately by E-mail, and cannot go ahead with a business talk finely. Moreover, although a notice plate system (Bulletin Board System) exists conventionally, since the person of arbitration can access this, it cannot hold a secret.

[0004] Then, this invention aims at offering the shopping-mall-on-the-Internet equipment which makes it possible to have a business talk in the secret condition, and the record medium in which computer read is possible, when the maintenance can be performed easily and SHOPPA and a tenant conduct dealing dealings of goods, while reducing the time and effort and cost which open a homepage for every shopping-mall-on-the-Internet system.

---

[Translation done.]

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---

**DESCRIPTION OF DRAWINGS**

---

[Brief Description of the Drawings]

[Drawing 1] It is the schematic diagram showing the shopping-mall-on-the-Internet structure of a system based on the example of this invention.

[Drawing 2] It is the flow chart which shows the main routine of the processing of a shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 3] It is the flow chart which shows the subroutine of the processing of a shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 4] It is the explanatory view showing the goods registration form in the shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 5] It is the explanatory view showing the tenant index screen in the shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 6] It is the explanatory view showing the goods index screen in the shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 7] It is the explanatory view showing the object for a goods display and the screen for purchase in the shopping-mall-on-the-Internet system based on an example of this invention.

[Drawing 8] It is the explanatory view showing the shopping basket screen in the shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 9] It is the explanatory view showing the phantom order completion screen in the shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 10] It is the explanatory view showing the use record page screen in the shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 11] It is the explanatory view showing the goods order list screen in the shopping-mall-on-the-Internet system based on the example of this invention.

[Drawing 12] It is the explanatory view showing the business talk room screen in the shopping-mall-on-the-Internet system based on the example of this invention.

[Description of Notations]

E Shopping-mall-on-the-Internet system

K1, K2, K3, K4 Communication line

T The end equipment of a tenant side edge

U The end equipment of a SHOPPA side edge

W External web server equipment

1 Shopping-Mall-on-the-Internet Server Equipment

10 CPU

20 Communication Device

30 Storage

---

[Translation done.]

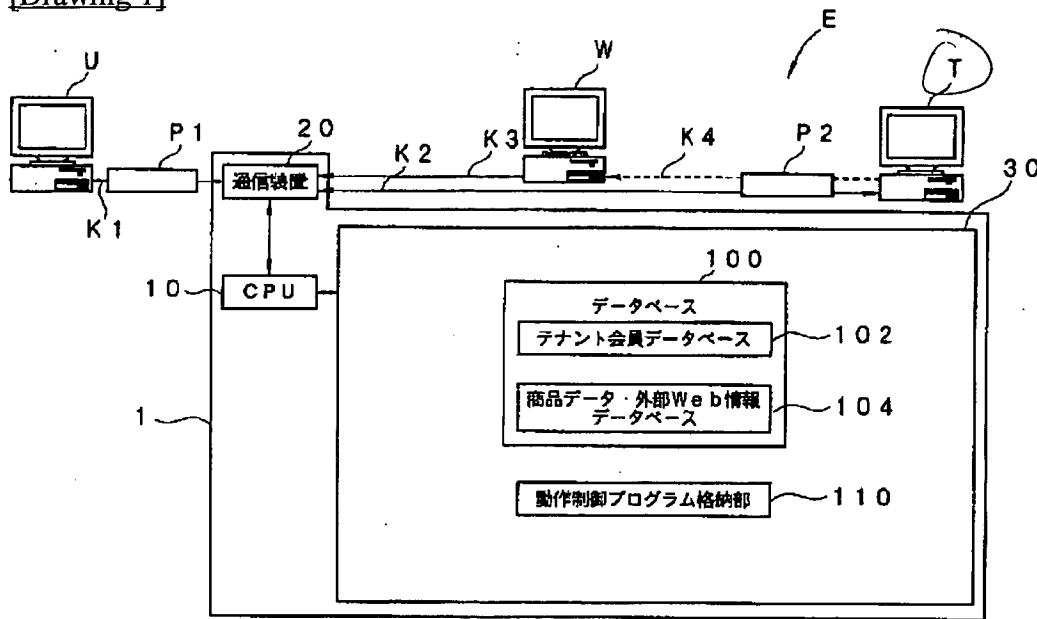
## \* NOTICES \*

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## DRAWINGS

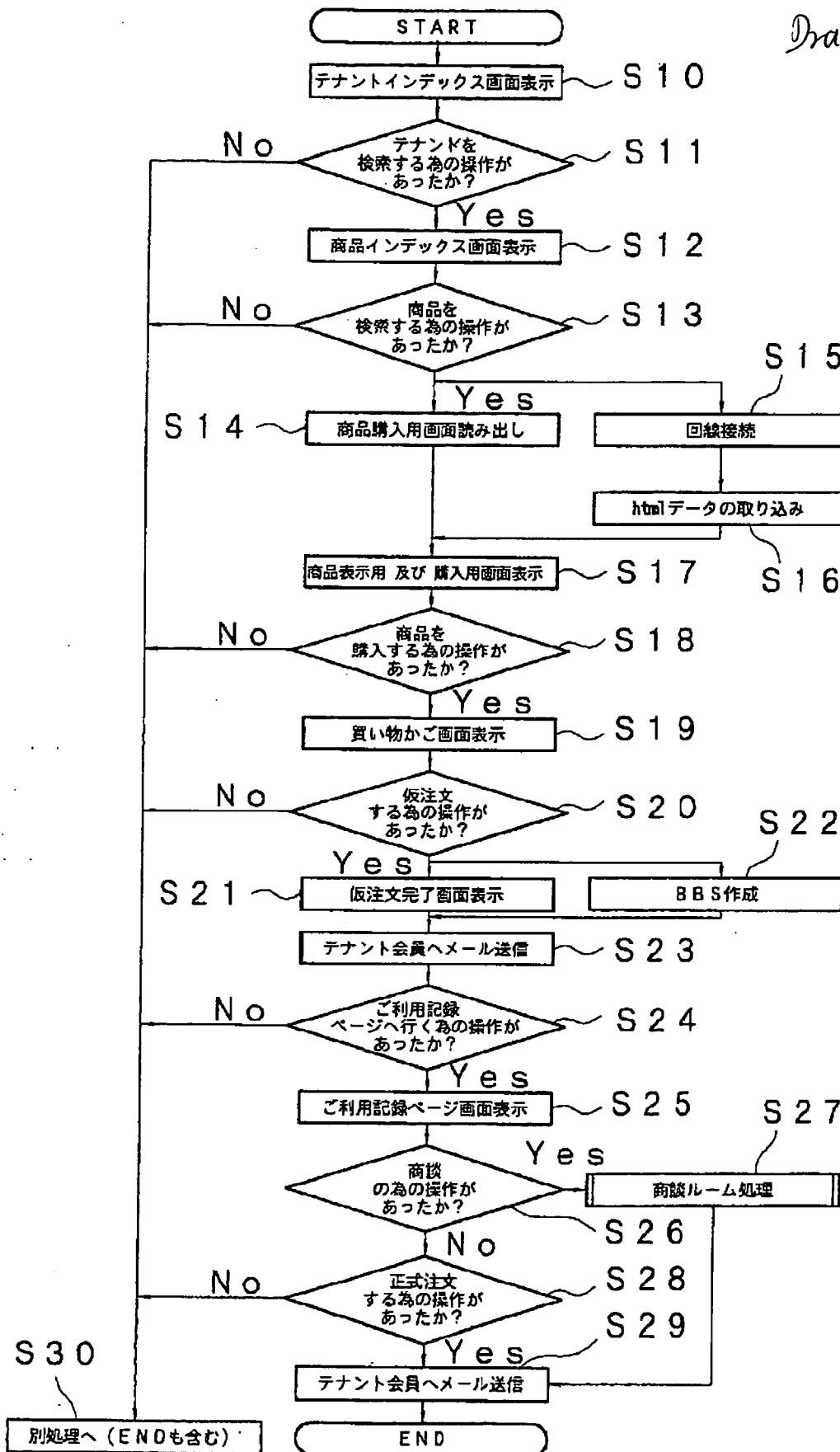
[Drawing 1]



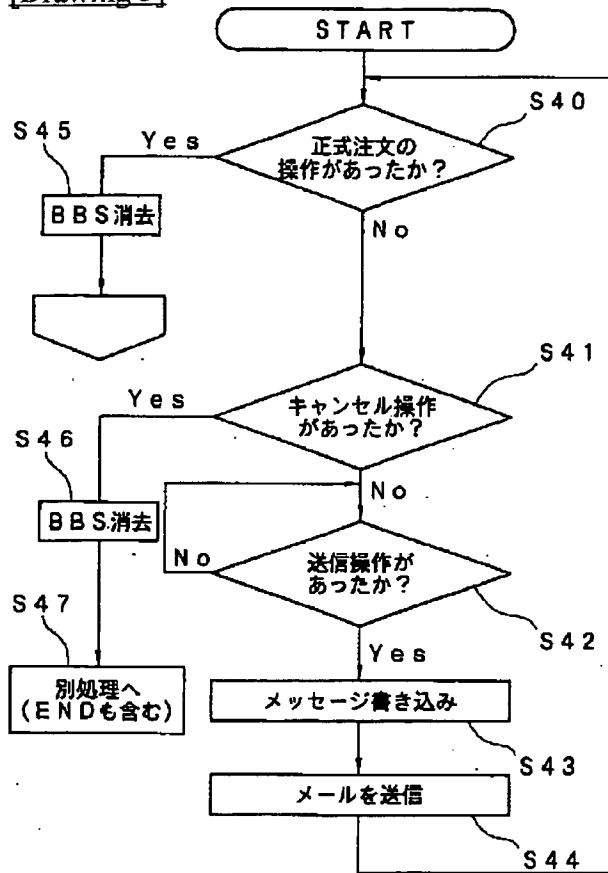
[Drawing 2]

20: Communication device  
 100: database  
 110: Storage  
 102: Tenant member db  
 104: web information db

Drawing 2



[Drawing 3]



[Drawing 5]

Drawing 5

電子モールサーチ

キーワード  を  ▼

▼

分野別店舗案内

●ファッション・アパレル●

●ブランド

◇××ストリート

●小物

◇○○ブルー

●貴金属・装身具

◇××ストリート

●ハウジング・リビング●

●空調・冷暖房

◇○○○○株式会社

●雑貨

◇×××××商店

●その他

◇B会社

●フード・グルメ●

●フルーツ

◇△△農園

●水産品

◇○○食品株式会社

●お菓子

◇○有限会社 ○○×△

●メディカル・ヘルスケア●

●美容

◇××○×△株式会社

●健康

◇☆☆株式会社

●パーソナルケア

◇▽△株式会社

●教育・カルチャー・ホビー●

●子供

◇☆☆BOOK STORE

●趣味

◇××ライオン397\*

●書籍・雑誌

◇△△出版株式会社

●ギフト・冠婚葬祭●

●ギフト

◇○○×△センター

◇○○食品株式会社

テナントインデックス画面

[Drawing 4]

Drawing 4

ご利用者：〇〇〇（会員番号：5）  
テナントデータ管理ページ

## 商品登録フォーム

テナント会員サービスで商品登録をされる場合は、必ず商品情報のある  
HTMLファイルを指定して下さい。  
記入項目はすべてご記入下さい。

商品名	快適椅子		
仕様	革張り／品番1 ※仕様にはサイズ・色・品番等をご記入ください。 (登録後、別仕様の商品を入力することが出来ます。)		
商談ルーム (掲示板)	次のような場合には是非、商談ルームをご利用ください。 1. 同仕様の多くの商品がある場合(本、CDなど) 2. オーダーメイド等で、価格が決まらない場合(コンピュータシステムなど) 3. 送料などが、一元的に決められない  「使用する(A)」「使用する(B)」「使用しない」のいずれかのラジオボタンにチェックして、 「価格」と「送料」を入力してください。		
	<input type="radio"/> 使用する(A)(価格は決まってるので書けない) 「価格」「送料」について商談ルームで詳細に表示する場合には、 例にならってお書きください。(この場合は、例のように日本語も使えます。)		
	価格	<input type="text"/>	例) 3000円より
	送料	<input type="text"/>	例) 3000円より
	<input checked="" type="radio"/> 使用する(B)(参考価格を計算して表示する) 「価格」「送料」について、目安となるだいたいの金額をお書きください。		
	価格	<input type="text"/>	円
	送料	<input type="text"/>	円(1個につき)
	<input type="radio"/> 使用しない(使用しない場合、「価格」「送料」の入力は必須)		
	価格	<input type="text"/>	円 ●税別 ○税込
	送料	<input type="text"/>	円(1個につき)
備考	(注文に関して注意事項があればお書きください)		
商品情報のあるURL/HTMLファイル名			
http://www.〇〇〇〇-net.or.jp/〇〇〇〇/		<input type="button" value="ページの確認"/>	
カテゴリ	<input type="button" value="カテゴリを参照する"/>		
キーワード	※複数のキーワードの区切りには空白(半角・全角どちらでも可能)を入れてください。		

[Drawing 6]

Drawing 6

電子モールサーチ

キーワード  を 

すべて含んで ▼

全登録店舗で ▼

検索する

分野別店舗案内

ハウジング・リビング/その他

トップに戻る

1. B会社

<http://www.〇〇〇〇-net.or.jp/〇〇〇〇/>

快適な仕事空間を形作る椅子

登録商品 

快適椅子 ▼

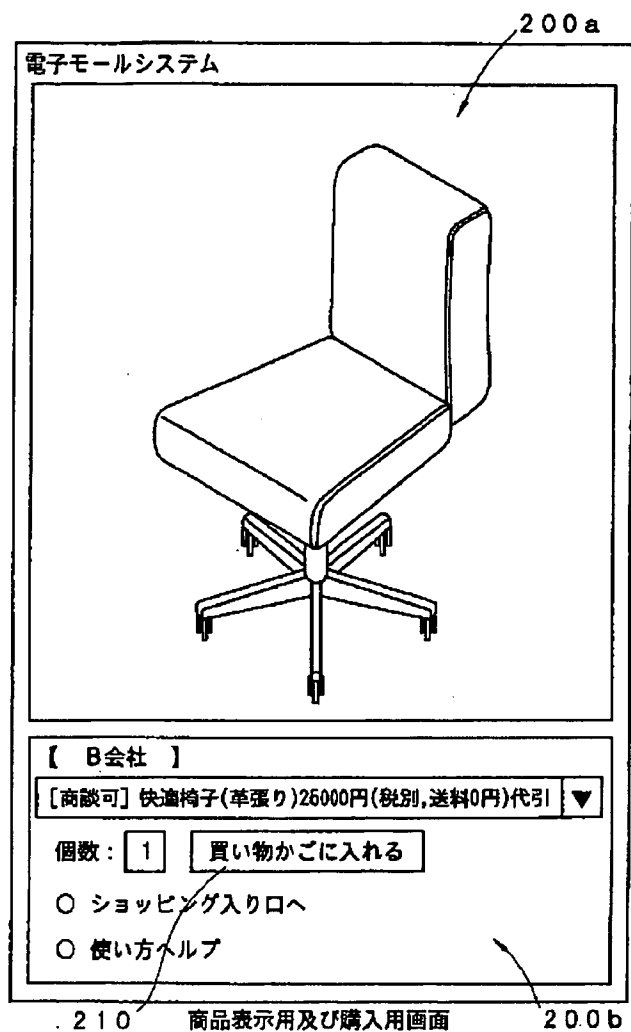
商品を見る

商品インデックス画面

[Drawing 7]



Drawing 7



[Drawing 8]

Drawing 8

買物かご

A様  
店名：B会社

商品名	仕様	価格	消費税	送料	個数	支払い方法	備考
快適椅子	革張り	26000	税別	0	1	代金引き換え	

参考価格 小計 26250円  
参考価格 合計 26250円

「参考価格」と表示されているものは、購入個数や配送地域によって合計金額が変わりますので、仮注文後に商談ルーム（掲示板）で最終的な金額をテナント側と調整して決めていただきます。

支払方法を選択して下さい。

支払い方法 ▼

商品の配送先を入力して下さい。

〒 450-▽▽▽▽ 県名 ▼ △△△市×××区○○○町11番地

仮注文する

計算結果更新

すべて削除

買物かご画面

[Drawing 9]

Drawing 9

## 仮注文完了のお知らせ

A様 (ID: 0000)

確かに仮注文をお受けいたしました。  
 正式な注文はご利用記録ページ上で「注文確認」にチェックして、  
 「チェックの更新」ボタンを押すことによって行って下さい。  
 仮注文の段階で、商談ルーム（掲示板）を利用することができますので、  
 新しい情報・送料などをテナント。

注文番号: 88429589-21190

[B会社] TEL: xxx-xxx-xxxx Email: 0000-nst.jp.  
 快適椅子 革張り 25000円(税別) 1個 (送料0円)  
 参考価格店別小計: 28250円  
 参考価格合計: 26250円

「参考価格」と表示されているものは、購入個数や配送地域によって  
 合計金額が変わるので、最終的な取り引き金額を、掲示板上で決めます。  
 ご利用記録ページで小計の表示の横の「商談ルーム」のところをクリ  
 ックすると、掲示板に行くことができます。

支払い方法: 代金引換

送付先住所: 450-▽▽▽▽ 愛知県△△△市

[ご利用記録ページへ](#)

仮注文完了画面

[Drawing 10]

ご利用者：〇〇〇〇(会員番号：2)  
ショッピングデータ管理ページ

#### A様のご利用記録

注文確認のところをクリックしてチェックを付け、一番下の  
「チェックの更新」ボタンを押すと、表示が赤色から緑色に  
変わり、注文が成約されたこととなります。

店名：B会社

注文番号 (注文日時)	商品名 (仕様)	価格 (送料)	数量	注文確認	受注書送付	入金確認	商品発送
69426589-21180 (1998/2/2 15:00)	洗濯機 (標準)	25000 (0)	1	<input type="checkbox"/>	未	未	未

[商談ルーム] 小計 26250円  
合計 26250円

チェックの更新

ご利用記録ページ画面

[Drawing 11]

ご利用者：〇〇〇〇(会員番号：5)  
テナントデータ管理ページ

商品注文一覧

受注書送付、入金確認、商品発送のところは、マウスクリックして  
チェックを付け、一番下の「チェックの更新」ボタンをクリックす  
ると、表示が赤色から緑色に変わり、情報がお客様に伝わるよう  
になっています。

注文書番号	注文日時	商品 番号	価格	送料	注文 数量	注文 単位	注文 金額	入金 確認	商品 発送
08429519-21199	1999/02/02 10:05	1	25000(個別)	0	1	個	25000	未	<input type="checkbox"/>

「商談ルーム」小計 26250円  
合計 26250円

チェックの更新

商品注文一覧画面

[Drawing 12]

商談ルーム(注文書番号: 88429589-21190)

メッセージ:

了解しました。それでは発注いたしますので、  
よろしく。

送信

クリア

注文内容:

注文日時	商品名	仕様	価格	送料	個数	注文確認
1998/02/02 19:05	快速椅子	革張り	税別25000	0	1	未

注文確認

←このボタンをクリックすると、注文が成約します。

B会社 (1998/02/02/17:47)  
価格を10%サービスします。

お客様 (1998/02/02/17:46)  
もう少し価格を安くできないでしょうか。

商談ルーム画面

[Translation done.]